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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 9

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55th Year 1985
Cable's week out West

Vol. 109 No. 24

Broadcasting Dec 9

Sauter in, Joyce out at CBS News
November sweeps results
Western Cable Show wrap-up

CBS CHANGES □ CBS announces management changes and reassignments; Sauter returns to run CBS News. **PAGE 39.**

NEWS PRODUCT □ ABC unveils plans for Ku-band regional news services built around affiliates. **PAGE 40.**

IN THE HUNT □ Real estate corporation buys stock and options for further purchases in Viacom. **PAGE 40.**

CABLE COVERAGE □ Crowds and exhibitors may have been smaller, but confidence in the cable industry ran high at the Western Cable Show last week. **PAGE 42.** Wall Street generally bullish on cable companies. **PAGE 43.** Programers scrambling plans set for next year. **PAGE 44.** Optimism is evident that pay-per-view can make a difference as more programers enter the fray. **PAGE 44.** Full fallout of Quincy must-carry decision still being debated. **PAGE 45.** NBC extends deadline for commitments for its cable news service until Jan. 31. It now has 2 million and wants 13.5 million before it goes ahead with service. **PAGE 46.**

NOVEMBER SWEEPS □ NBC comes out on top in the November sweeps, with average 17.8 rating and 27 share. **PAGE 50.** Competition in the top nine markets—New York, Los Angeles, Chicago, Philadelphia, Boston, San Francisco, Detroit, Dallas and Washington—is analyzed on **PAGES 52-64.**

NAME OF THE GAME □ BINGO is the new set of letters television stations hope will spell programing success. **PAGE 64.**

BLAIR BUY □ Radio representation firm John Blair & Co. purchases two others, Selcom Radio and Torbet Radio. **PAGE 70.**

SOUNDS GOOD □ Advertising on radio will show 12% increase for 1985, predicts Radio Advertising Bureau President Bill Stakelin. **PAGE 74.**

TICKING □ The time is coming for split-30 and 15-second TV commercials, according to study released by Television Bureau of Advertising. **PAGE 78.**

STATION SUED □ Investigative report by WJLA-TV Washington provokes lawsuit by Luskin's Inc., area appliance chain. **PAGE 82.**

MAYBE NEXT YEAR □ Senate postpones action on legislation that included provision expanding equal time section of political broadcasting law. **PAGE 90.**

ON COURSE □ Acting FTC Chairman Terry Calvani affirms that commission will maintain status quo. **PAGE 91.**

NUMBERED SEATS □ Reaction split on draft proposal to trim radio board of NAB. **PAGE 94.**

ANOTHER FRONT □ Home earth station owners to do battle with basic cable scramblers. **PAGE 94.**

SUCCESS STORY □ Stephen J. Cannell has made the grade in the world of television production. **PAGE 119.**

INDEX TO DEPARTMENTS

Business	70	**Editorials**	122	**In Sync**	84	**Open Mike**	18
Business Briefly	22	**Fates & Fortunes**	116	**Journalism**	82	**Programing**	50
Cablecastings	10	**Fifth Estater**	119	**Law & Regulation**	90	**Riding Gain**	88
Changing Hands	97	**For the Record**	100	**The Media**	94	**Stock Index**	80
Closed Circuit	7	**In Brief**	120	**Monday Memo**	30	**Telecastings**	87
Datebook	28						

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INDEX TO ADVERTISERS: Antonelli Media Training Center 26, 116 □ Associated Press Broadcast Services 22, 38 □ Blackburn & Co., Inc. 96 □ Blair Entertainment Second Cover/3, 4, 6, 23, 27 □ Blair Radio/Blair RAR 89 □ Broadcast Electronics, Inc. 85 □ Classified Ads 105-115 □ Columbia Pictures Television 8-9 □ COMSAT General Corp. 65 □ Continental Electronics 88 □ Daniels & Associates 101 □ Delta Air Lines 87 □ DKM Broadcasting Corp. 83 □ Donaldson, Lufkin & Jenrette, Inc. 81 □ Embassy 31, 32-33 □ Gammon & Ninowski Media Investments, Inc. 100 □ The Gilmore Broadcasting Corp. Third Cover □ Grandy & Berkson Media Brokers 99 □ Group W Newsfeed 51 □ The Ted Hepburn Co. 97 □ ITC Entertainment 68-69 □ King World 55, 57, 59 □ LBS Communications, Inc. 24-25, 62-63 □ Lorimar-Telepictures 35, 36-37 □ MCATV 11 □ McGavren Guild Radio 75 □ Metromedia Producers 12-13 □ MMT Sales, Inc. 76-77 □ Otari Corp. 67 □ Paramount Domestic Television & Video Programming 47, 48-49 □ Petry, Inc. 61 □ Professional Cards 103 □ Professional Journalists, Society of 87 □ Radio-Television News Directors Assn. 82 □ RKO Television Fourth Cover □ Rodman, Inc. 117 □ Robert W. Rounsaville & Associates 98 □ Services Directory 102 □ Howard E. Stark 84 □ The Television Program Source 72-73 □ Townsend Associates, Inc. 29 □ Tribune Entertainment Co. Front Cover □ Turner Network Television 14-15, 16-17 □ Victory Television 19, 20-21 □ Vital Industries, Inc. 71 □ Warner Bros. Television Distribution 53

lowed with a 7.7/17 Arbitron. According to Nielsen, however, *Too Close for Comfort* ranked first at 5 p.m., with a 9.1/20, while *People's Court* was second, with a 8.9/20, and *Jeopardy* third, with a 7/15.

From 5:30 to 6 p.m., WBZ-TV's *Live on 4* averaged a 10.7/21 in Arbitron, ahead of *Wheel of Fortune* on WNEV-TV, which had a 10.2/20, and *All in the Family* on WCVB-TV, with a 9.1/18 Arbitron. In Nielsen, however, *Wheel of Fortune* received a 10.6/20, edging out *Live on 4*, which had a 10.5/20. *All in the Family* had a 9.9/19 in Nielsen.

For the independent stations during that time, *Happy Days Again* on WLVI-TV received a 4/8 in Arbitron and a 3.7/7 in Nielsen. *Quincy* (5-6 p.m.) on WSBK-TV received a 3.2/7 in Arbitron and 2.3/5 in Nielsen for

NBC claims Thanksgiving victory with return of Perry Mason

A made-for-television movie based on the old Perry Mason series demonstrated the ratings strength of nostalgia and helped earn NBC its sixth weekly prime time victory in the 10 weeks of the season so far. NBC ended the week of Nov. 25-Dec. 1 with an 18.2 average rating and a 28 average share. CBS was second with a 16.3/25 and ABC was third with a 14.4/22.

Perry Mason Returns, The NBC Sunday Night Movie (27.2/39), starring Raymond Burr, was the week's top-rated show, followed by CBS's ***60 Minutes*** (26.7/38). ***Mussolini: The Untold Story***, whose three parts and seven hours averaged a 23/35, overcame its rough start on Sunday, Nov. 24, when it placed third for the night and failed to win a single half hour. On Monday, Nov. 25, part two (19.4/29) delivered the second hour it was on the air (10-11 p.m.) and on Tuesday, Nov. 26, part three (19.6/29) won its entire time period (9-11 p.m.) to help give NBC that night.

The NBC victory also came despite the normal case of the post-turkey television blahs across the country on Thanksgiving Thursday (Nov. 28). NBC's Thursday, often the strongest night for any network in a week, still produced three of the week's top 10; its average rating (19.8/34), however, fell below its season-to-date average for the night (23/35.4) to a season low. It was also only the second time this season that ***The Cosby Show*** was not number one among shows. ***Family Ties*** (25.9/44), usually number two in weekly competition, fell to fifth for the week. Both shows were repeats.

Noting that HUT levels for Thanksgiving night are traditionally off by 10%-15%, NBC's Gerry Jaffe, vice president for research projects, said that from 8 p.m. to 9 p.m., HUT's were at 57, and from 9 p.m. to 10 p.m., they were at 60. Normally for those time periods, he said, HUT's would be at approximately 65-67. From 10 p.m. to 11 p.m., HUT's were 56.1, near their normal level. The HUT level for the night as a whole was 57, compared to a normal of 65 for a Thursday.

HUT's for the week were 64.2, up a modest 1% from a 63.8 for the same week a year ago. Combined network ratings were 48.9, down 1% from a year ago, and combined network shares were 76.1, off 2% from a 77.5 a year ago.

■ CBS was a winner on Monday when ***Kate and Allie*** (21.7/30) and ***Newhart*** (21.7/31) tied for eighth for the week and swept the 9-10 p.m. period. Their lead-in, ***Scarecrow and Mrs. King*** (16.4/24), also won its time period. The 18th-ranked second part of ***Mussolini*** won from 10 p.m. to 11 p.m.

■ Running second to part three of the NBC mini-series on Tuesday was CBS's ***Doubletake***, part two (18.7/28), whose two parts averaged 19.9/31. Part one of the four-hour movie beat ***Mussolini***, part one, on the previous Sunday (Nov. 24). Eleventh-ranked ***Who's the Boss*** (20.8/30) and 22d-ranked ***Growing Pains*** (18.7/27) won for ABC from 8 to 9 p.m.

■ ABC took Wednesday with a special edition of the 19th-ranked ***Dynasty II: The Colbys*** (19.3/30) at 9-10 p.m., and the 13th-ranked ***Dynasty*** (20.6/34) at 10-11 p.m. NBC's now-cancelled ***Helltown*** was second at 9-10 p.m. with a 15.1/24. From 10 p.m. to 11 p.m., ***St. Elsewhere*** (14.2/23) and the second hour of a ***CBS Special Movie Presentation***, "Airplane II: The Sequel," ran neck and neck. ***Highway to Heaven***, 14th for the week, took 8-9 p.m.

■ Opposite the NBC Thursday comedy block, a ***CBS Special Movie Presentation***, "High Road to China," scored a 13.1/22 to place second at 8-9 p.m. The movie starred Tom Selleck, star of ***Magnum, P.I.***, which usually airs on CBS at 8-9 p.m. In its regular time period, 9-10 p.m. on Thursday, ***Dynasty II: The Colbys*** (13/22) ran third against the second hour of the CBS movie and 10th-ranked ***Cheers*** (21.6/36) and ***Night Court*** (19.9/33) on NBC. At 10-11 p.m., ***20/20*** (16.6/30) on ABC beat out a repeat of ***Simon and Simon*** (15.1/27) on CBS and a ***Patti Labelle Special*** (13.4/22) on NBC.

■ Despite a sixth-ranked performance by ***Miami Vice*** (24.3/41), with its highest share level ever, CBS beat NBC on Friday, Nov. 29, by half a rating point. NBC's ***Misfits of Science*** (14/22), at 9-10 p.m., also posted its best performance since its premiere this season. CBS's Friday featured the 11th-ranked ***Dallas*** (21.4/34) and a winning second half hour of ***Twilight Zone*** (13.7/22) at 8:30-9 p.m. At 8-8:30 p.m., ***Webster*** (13.6/23) won for ABC.

■ Saturday saw NBC dominate 8-10 p.m. with its four-show comedy lineup, anchored by the seventh-ranked ***Golden Girls*** (23.2/37). ***Love Boat*** on ABC took 10-11 p.m. with a 16.1/28. The ***CBS Saturday Night Movie***, "Some Kind of Hero," with Richard Pryor, scored a 12.8/21 to place second at 9-11 p.m. On NBC, at 10-11 p.m., ***American Almanac*** received an 8.4/15.

■ With a 20.5/29 overall, CBS edged NBC's 20/28, for a victory on Sunday. Following a 16-minute football overrun, which rated 16.5/26, CBS had the second- and fourth-ranked shows of the week with ***60 Minutes*** and ***Murder, She Wrote*** (26.4/36). With a lineup preceding it that slowly built ratings, the ***NBC Sunday Night Movie*** continued to grow in ratings. On ABC, a three-hour ***American Bandstand*** retrospective rated a 16.6/23.

Rank	Show	Network	Rating/Share
1.	Perry Mason Returns	NBC	27.2/39
2.	60 Minutes	CBS	26.7/38
3.	The Cosby Show	NBC	26.6/48
4.	Murder, She Wrote	CBS	26.4/36
5.	Family Ties	NBC	25.9/44
6.	Miami Vice	NBC	24.3/41
7.	Golden Girls	NBC	23.2/37
8.	Newhart	CBS	21.7/31
9.	Kate & Allie	NBC	21.7/30
10.	Cheers	NBC	21.6/36
11.	Dallas	CBS	21.4/34
12.	Who's the Boss	ABC	20.8/30
13.	Dynasty	ABC	20.6/34
14.	Highway to Heaven	NBC	20.5/33
15.	Night Court	NBC	19.9/33
16.	227	NBC	19.6/31
17.	Mussolini, part 3	NBC	19.6/29
18.	Mussolini, part 2	NBC	19.4/29
19.	Dynasty II: The Colbys	ABC	19.3/30
20.	Facts of Life	NBC	19.0/31
21.	Doubletake, part 2	CBS	18.7/28
22.	Growing Pains	ABC	18.7/27
23.	Cagney & Lacey	CBS	18.6/29
24.	A Team	NBC	17.9/26
25.	Moonlighting	ABC	17.5/25
26.	Falcon Crest	CBS	17.4/29
27.	Gimme a Break	NBC	16.8/26
28.	Football, Seattle-S.F.	ABC	16.8/28
29.	20/20	ABC	16.6/30
30.	Am. Bandstand Anniversary	ABC	16.6/23
31.	Scarecrow & Mrs. King	CBS	16.4/24
32.	Love Boat	ABC	16.1/28
33.	TV Bloopers & Prac. Jokes	NBC	15.6/23
34.	Alfred Hitchcock Presents	NBC	15.3/21
35.	Crazy Like a Fox	CBS	15.2/21
36.	Simon & Simon	CBS	15.1/27
37.	Hell Town	NBC	15.1/24
38.	Bugs Bunny Special	CBS	15.1/22
39.	Hardcastle & McCormick	ABC	14.5/22
40.	Amazing Stories	NBC	14.5/20
41.	St. Elsewhere	NBC	14.2/23
42.	Misfits of Science	NBC	14.0/22
43.	Airplane II	CBS	13.8/22
44.	Twilight Zone	CBS	13.7/22
45.	Webster	ABC	13.6/23
46.	Knight Rider	NBC	13.4/22
47.	Mr. Belvedere	ABC	13.2/21
48.	High Road to China	CBS	13.1/22
49.	MacGyver	ABC	13.1/21
50.	Dynasty II: The Colbys	ABC	13.0/22
51.	Trapper John, M.D.	CBS	13.0/20
52.	Charlie Brown Special	CBS	12.9/19
53.	Some Kind of Hero	CBS	12.8/21
54.	Ripley's Believe It Or Not	ABC	12.6/18
55.	Patti LaBelle Special	NBC	12.4/22
56.	Airwolf	CBS	12.2/20
57.	Spenser: For Hire	ABC	12.2/19
58.	Charlie & Company	CBS	11.8/19
59.	Silver Spoons	NBC	11.5/16
60.	Lady Blue	ABC	10.6/17
61.	Punky Brewster	NBC	10.0/15
62.	Fall Guy	ABC	9.3/15
63.	Diff'rent Strokes	ABC	9.3/15
64.	George Burns Comedy	CBS	9.2/15
65.	Benson	ABC	9.2/14
66.	American Almanac	NBC	8.4/15
67.	Shadow Chasers	ABC	6.2/11
68.	Our Family Honor	ABC	5.7/10

*Indicates premiere episode

stores, state lotteries, music stores, floor-covering stores and menswear stores," said Stakelin. He added that auto dealers, traditionally one of radio's top retail clients, have increased their radio advertising by 40.3% during the first nine months of 1985 over the comparable period of a year ago.

Stakelin also noted that banks and local soft drink bottlers are also using more radio today. (Data was gathered from various sources.)

The RAB head said the radio industry is currently undergoing its "first generational transformation." The business, which is only 60 years old, is losing its founding generation of showmen and entrepreneurs. They are being replaced with professional managers, said Stakelin. However, he said radio is not losing its adventurers. "I think that the forms of innovation are changing, but the spirit in radio remains the same."

Stakelin said that this "generational change" coincides with changes in economics and government regulation affecting radio, making it what he calls a "two-tiered" industry.

"On one level," said Stakelin, "we have the 'operators' of radio stations who aim to maintain ownership over long periods of time and see themselves as traditional broadcasters. However, 'traders' see radio as an arena for buying and selling, where operations are important only insofar as they sustain or increase the purchase price or profit potential of stations.... We are the beneficiaries of increased investment attention at a time when interest rates are at their lowest point since 1978 and may continue to decrease."

Stakelin observed that nonbroadcasters who invest in radio will be attracted to resale profits at the expense of operations. "Like speculators in co-ops or condos, these investors assume a constant supply of willing buyers to help them take profits by 'flipping' [trafficking] stations. In the interim, they are likely to be very conservative, avoid risks and tightly control the companies." He projected that this activity will occur for at least the next couple of years. "As stations 'flip,' each new owner will pay higher prices and assume an even greater debt-to-equity ratio," said Stakelin.

But he warned that this pattern will "overvalue" radio properties and "scare away" many financiers from entering the radio station marketplace. □

Growing popularity of 15-second spots

TVB study tracks increasing use of split 30's and stand-alones, but 30 is still standard length

For all the talk about shorter commercials, the 30-second spot still dominates television advertising. In the first nine months of this year, 85% of all network commercials were 30's, and at the station level the percentage was slightly higher, 88%. Those and other numbers were released by the Television Bureau of Advertising, and are based on data from Broadcast Advertisers Reports (see chart).

But split-30 commercials and, to a lesser extent, stand-alone 15-second spots, are finally showing up on the screen. Of the seven commercial lengths tracked by TVB, 15-second spots showed the greatest percentage increase in the first nine months of this year, compared with the same period in 1984. Their use by the networks during an average week was up 85%, and at the station level, they more than tripled.

The TVB numbers disclose that shorter commercials of all lengths are proliferating. Last year, 20-second commercials appeared only four times on the three networks in the first nine months. This year the number of 20-second appearances so far has risen to 393—still only 1% of all network commercials—but its sudden increase raises the question: Have the networks adopted a 20-second commercial policy?

Robert Blackmore, vice president of sales for the NBC Television Network, told BROADCASTING: "There have always been 20's at the local level, but recently there have been advertisers on the networks who have put together three 20's in a 60-second pod. We have allowed that, but we will not run a 20 and a 10 together."

The growth of split-30's on the networks has increased in the past year to the point that almost one in 10 commercials is now 15 seconds in length, TVB said. But Blackmore disagreed, suggesting the three-network average might actually be closer to one in 15. And the advertiser experimentation with messages of that length has already started to spill over into the national spot market, as shown by the TVB numbers.

But 15-second commercials at the station level still account for only 1% of the total, and most group owners apparently have yet to establish any policies on the subject, being willing to let individual general managers set the limits. The lack of policy even extends in some cases to the pricing of 15-second spots, which are sometimes treated the same as the more common 10-second spot, commanding about 50% to 60% of the price of a 30.

Dennis J. Fitzsimmons, vice president/-operations for Tribune Broadcasting Corp.,

Time gets shorter—the changing lengths of television commercials*

Three networks

Spot length	*# of units during avg. week*	*% increase over same period in 1984*	*% of total units*
10 seconds	75	47.1%	1.5%
15 seconds**	452	85.2%	8.9%
20 seconds	44	****	0.9%
30 seconds	4,307	-4.8%	84.5%
45 seconds	85	-14.1%	1.7%
60 seconds	113	15.3%	2.2%
90-plus seconds	18	-45 5%	0.3%
Total	5,094	0.9%	100.0%

Non-network†

Spot length	*# of units during avg. week*	*% increase over same period in 1984*	*% of total units*
10 seconds	94	5.5%	5.7%
15 seconds**	17	216.4%***	1.1%
20 seconds	2	33.3%***	.1%
30 seconds	1,448	6.3%	87.9%
45 seconds	8	-28.7%	.5%
60 seconds	46	4.9%	2.8%
90-plus seconds	33	.3%	2.0%
Total‡	1,647	6.6%	100.1%

* From Television Bureau of Advertising data supplied by Broadcast Advertisers Reports. Based on results of first nine months of 1984 and 1985.
** Numbers include both stand-alone 15's and split-30's.
*** Estimated, because in 1984 non-network figures, 15-second and 20-second spots were included in same category.
**** In first nine months of 1984 less than one 20-second advertisement appeared during average week.
† BROADCASTING has divided totals by number of top-75-market stations surveyed to account for difference in sample size—303 stations in 1984, 314 stations in 1985.
‡ May not add due to rounding.

said: "We have been taking some integrated [split] 30's, but have not had many requests for individual 15's. I would think if we get to the point where the number of requests becomes significant, certainly we would look at a group policy." Elliott Troshinsky, vice president and general manager of Taft Broadcasting's WCIX-TV Miami, said that of the limited number of requests for split-30's at his station, virtually none have come from local advertisers.

Most stations have computerized traffic and billing systems and would be better equipped to handle a transition to 15-second spots than they were to make the transition to 30-second spots that took place in the late 1960's, said Browning Holcombe Jr., executive vice president of the New York-based representative firm, Independent Television Sales.

But those at the station level said they tried to discourage stand-alone 15's, despite the fact that 10-second ads are not uncommon. A reluctance to encourage stand-alone 15's also applies to at least some of those selling barter spots. Donald Stump, vice president of media sales for Telepictures, said: "Ninty-nine percent of our barter ads are 30-second spots. Basically the policy is we do not accept stand-alone 15's and until things radically change within the industry we will not at this point accept them. For example, we passed on some business in the fourth quarter for stand-alone 15's. We do at the request of certain advertisers accommodate a few split-30's."

The TVB numbers give no indication of what will happen to commercial lengths in the future, but do indicate that the length of commercials, like hemlines, can change with surprising rapidity. Going back 20 years the TVB numbers show that in 1967 only 6% of network commercials were 30's, while at the spot and station level half-minute commercials accounted for only 3% of the total. Within five years the half-minute commercial had increased to make up two-thirds of all television commercials. □

Journalism

TV station sued over news tape

Subject of investigative report says WJLA-TV Washington made and aired audio tapes in violation of state law

One of the principal concerns news media representatives express about suits filed against those in their business is that they tend to chill efforts at hard-hitting journalism.

Now a major television station in Washington, WJLA-TV, contends its investigative zeal—at least as far as a Washington/Baltimore area appliance chain is concerned—has been chilled as the result of a suit the chain filed against the station's licensee, WJLA Inc., claiming a violation of Maryland's wiretapping and surveillance law. WJLA's claim is made in a countersuit it filed against Luskin's Inc. for abuse of process.

The suit and countersuit grow out of a visit paid to Luskin's offices in Baltimore last April 16 by Paul Berry, a WJLA-TV investigative reporter whose forte is righting wrongs allegedly perpetrated on members of the station's viewing audience by business and government. Accompanied by a camera crew and some "dissatisfied" customers, Berry was there, according to papers the station subsequently filed in U.S. district court in Baltimore, to "investigate and attempt to resolve" the complaints.

But the executive being interviewed, Arnold Snyder, director of sales and marketing for Luskin's and a co-plaintiff in the case, "abruptly terminated the interview," according to WJLA's complaint, and directed Luskin's security officials to remove Berry and his crew from the premises. Berry used the material obtained in the interview in a two-part story, broadcast on WJLA-TV's evening newscasts of April 25 and April 26. On the 26th, Berry and WJLA-TV found themselves defendants in a case in which they were being sued for a total of $70 million.

Luskin's claims that Berry violated the state law on wiretapping and surveillance—which requires both parties to a conversation to agree when it is recorded—by taping a conversation with Snyder with a concealed tape recorder.

That is a point in dispute: WJLA says the recorder was in plain view. In any case, the recorder, according to Luskin's, continued to run after Berry, at Snyder's request, ordered the cameras turned off. Luskin's says that WJLA, "in a massive and unprecedented violation of Maryland law," broadcast the contents of the conversation at issue on WJLA-TV at about 6:45 p.m. on April 25.

"By reason of this fraudulent, malicious, willful and illegal conduct," each of the plaintiffs—Luskin's and Snyder—is entitled to $10 million, according to their complaint. The complaint also says each is entitled to $25 million in punitive damages, as well as attorney's fees and costs.

WJLA-TV, on the other hand, says that Snyder understood the meeting with Berry was part of an investigation of Luskin's practices and was intended to produce material for broadcast. "In this regard," WJLA-TV says, "portions of the conversations between Berry, Snyder and the dissatisfied Luskin's customers were recorded, by video and audio equipment, in full view and with the consent of Luskin's employes, including Snyder." But the burden of the counterclaim was the charge that Luskin's suit was "intended to and in fact did harass, intimidate and injure" WJLA-TV and Berry, and was part of "a course of conduct to deprive" WJLA-TV and Berry of their "constitutional and protective rights of free speech and free press." The countercomplaint says the effort succeeded.

WJLA-TV says that Luskin's and Snyder sent it and Berry a telegram on April 26, warning that they would be sued in connection with the two-part story about Luskin's. It adds that on that day, a process server attempted to serve WJLA-TV and Berry with the complaint before the broadcast but did not make service until "immediately after" it. And, the counterclaim alleges, by that "malicious and intentional conduct," Luskin's and Snyder "intimidat[ed] and inhibit[ed] WJLA-TV and Berry from engaging in further investigation, reporting and broadcasting of news stories regarding pending and new consumer complaints about Luskin's."

WJLA-TV and Berry are seeking $500,000 in compensatory damages and $1 million punitive damages. They claim they have suffered economic damage as well as damage to their reputations and business as a result of the counterdefendants' "willful and malicious abuse of process." □

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graming."

Brown contended that the home satellite industry has offered to pay for programing for more than five years but has consistently been rebuffed or ignored by program suppliers and legislators.

"In our view, the attempted imposition of fees by ESPN and CNN for unscrambled signals, which have been negotiated with nobody, is clearly illegal, has no force of law, has no effect and we challenge ESPN and CNN to sue earth station owners," Brown argued. "No suits have been instituted because they know damn well that it is illegal to impose those fees."

He said the home satellite industry is still seeking a guaranteed right of access to satellite-delivered signals that is not contingent on distribution through local cable operators. The latter "want a monopoly on the sale of programing within their franchise areas," including sale to the home dish owner. Brown also complained that only about 10% of the estimated two million dish owners would be able to buy encryption decoders during the first six months of 1985, citing manufacturer production predictions, "effectively denying programing to 90% of the available [dish-owner] audience. That's what the proposed moratorium is all about."

William Johnson, deputy chief of the FCC's Mass Media Bureau, said the FCC "would very much like to see the market given a chance to work its will in the development of a market for buying the services rather than receiving them on an unpaid basis." He said there is "very little sympathy for creating a new compulsory access mechanism" to guarantee backyard dish reception in the future. Johnson urged that the cable industry get on with its scrambling plans "so that there can be [program reception] protection and tensions won't be created."

The commission should be taking action "in the relatively near future" regarding federal preemption of local zoning authority on the matter of satellite dish placement. He said the decision "is virtually all drafted" but declined to say what it provides. However, Johnson said there is a clear federal interest in furthering media competition and in recognizing local concerns about the esthetics of dish location. The commission has no interest in becoming "a sort of grand national board of zoning appeals," he added, "but there are some things we can do in trying to focus local authorities' attention on what the right considerations are in satellite zoning." He said such bodies clearly ought not to be involved in trying to influence competition by using the regulatory process to raise money through industry fees.

The CCTA representative said the cable industry has no interest in whether or not the FCC preempts local authorities on satellite dish zoning matters. "We welcome competition," he emphasized, noting that there is keen industry interest in the scrambling issue. The SPACE attorney said his group welcomes FCC interdiction in the zoning issue as a means of insuring access to satellite reception.

"It is not my belief that satellite dishes are inherently unattractive," said consumer ad-

Minority And Women Broadcast Employment

(Stations having five or more fulltime employes)

	Employment total	*White women*	*Black*	*Asian*	*Native American*	*Hispanic*
1980	146,961	27.1%	8.7%	1.0%	.5%	4.2%
1981	154,745	27.7	9.0	1.1	.5	4.5
1982	159,740	28.4	9.0	1.1	.5	4.6
1983	160,947	29.0	8.9	1.1	.5	4.7
1984	168,746	29.5	8.9	1.1	.5	4.9

Top Four Job Categories

Officers & Managers

	Total employes	*White female*	*Black male*	*Black female*	*Hispanic male*	*Hispanic female*
1984	34,593	8,627	855	831	735	406
1984	34,593	24.9%	2.5%	2.4%	2.1%	1.2%
1983	33,022	24.1%	2.6%	2.4%	2.0%	1.1%
1982	32,821	23.4%	2.5%	2.3%	2.0%	1.1%
1981	32,171	23.0%	2.5%	2.2%	2.1%	1.0%
1980	30,407	22.0%	2.4%	1.9%	2.0%	0.9%

Professionals

	Total employes	*White female*	*Black male*	*Black female*	*Hispanic male*	*Hispanic female*
1984	52,430	12,823	2,510	1,748	1,561	623
1984	52,430	24.6%	4.8%	3.3%	3.0%	1.2%
1983	50,089	23.9%	4.8%	3.2%	2.9%	1.2%
1982	49,818	22.9%	5.0%	3.3%	3.1%	1.1%
1981	48,193	22.2%	5.1%	3.3%	3.0%	1.1%
1980	45,222	21.1%	5.1%	3.0%	2.9%	1.0%

Technicians

	Total employes	*White female*	*Black male*	*Black female*	*Hispanic male*	*Hispanic female*
1984	31,292	3,083	2,673	596	1,599	209
1984	31,292	9.8%	8.5%	1.9%	5.1%	0.7%
1983	29,755	9.7%	8.2%	1.8%	5.1%	0.6%
1982	29,567	9.1%	8.2%	1.8%	4.8%	0.5%
1981	28,551	8.3%	8.3%	1.7%	4.8%	0.5%
1980	27,413	7.5%	7.9%	1.4%	4.4%	0.5%

Salesworkers

	Total employes	*White female*	*Black male*	*Black female*	*Hispanic male*	*Hispanic female*
1984	21,190	8,389	582	430	422	269
1984	21,190	39.6%	2.7%	2.0%	2.0%	1.3%
1983	19,907	37.6%	2.8%	2.1%	1.9%	1.3%
1982	19,383	36.1%	3.0%	2.0%	1.8%	1.1%
1981	18,262	34.1%	3.1%	1.9%	1.9%	1.0%
1980	17,108	31.6%	3.0%	1.6%	2.0%	0.8%

Employment activity. National Association of Broadcasters calculations of the progress of women and minorities in broadcasting from 1980 to 1984 show that women have made the largest gains, up from 27.1% of the total broadcasting workforce to 29.5%, or 49,853. The gains of the others were much less substantial. Blacks rose from 8.7% to 8.9% (15,047), Asians from 1.0% to 1.1% (1,876), Native Americans stayed the same at .5% (885) and Hispanics increased from 4.2% to 4.9% (8,185). The base figures came from the FCC and the NAB also broke them out into the top four job categories –officers and managers, professionals, technicians and salesworkers.

For the Record

As compiled by BROADCASTING, Nov. 27 through Dec. 4, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. MP—modification permit. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

Applications

■ WRLX(AM)-WFFX(FM) Tuscaloosa, Ala., and WKUS(AM)-WBVR(FM) Russellville, Ky. (WRLX: 1230 khz; 1 kw-D; 250 w-N; WFFX: 95.7 mhz; 100 kw; HAAT: 500 ft.; WKUS: 610 khz; 2.5 kw-D [CP: 5 kw]; WBVR: 101.1 mhz; 100 kw; HAAT: 513 ft.)—Seeks assignment of license from Keymarket Communications to North Hill Ltd Partnership for $7 million, comprising $4 million cash and remainder note. Seller is Aiken, S.C.-based station group of six AM's and nine FM's, principally owned by Paul Rothfuss and Kerby Confer. It has also recently purchased KIPR-AM-FM Diboll, Tex. Buyer is principally owned by David Klemm and William Fleming. It has no other broadcast interests at present, but has recently applied to purchase WNFI-FM Palatka, Fla. (see below). Filed Nov. 21.

■ KENI(AM) Anchorage, Alaska (550 khz; 5 kw-U)—Seeks assignment of license from Eagle Broadcasting Corp. to Pacific Rim Broadcasters Inc. for $70,000. Seller is owned by Vernon H. Laird, and has no other broadcast interests. Buyer is principally owned by Greg K. Clapper and Howard S. Trickey, who own station group of two AM's and three FM's. Filed Nov. 21.

■ WVTY(AM) Dunedin and WTVY-FM Holiday, both Florida (AM: 1470 khz; 5 kw-D; FM: 106.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Bay Area Communications Inc. to Pasco Pinellas Broadcasting Co. for $1.7 million cash including $500,000 noncompete agreement. Seller is owned by Gary Hess, Sylvan Taplinger, Anne Lieff, Rosalind Spooner, Martin Spector and his wife, Dorothy. Taplinger, Hess and Spector also own WTAI(AM)-WTVI(FM) Melbourne, Fla. Buyer is owned by Times Publishing Co., Erie, Pa.-based publisher and station group of one AM and two FM's, principally owned by Edward Mead and family. It publishes *Erie Daily Times* and *Morning News*, Warren (Pa.) *Times-Observer*. It also has interest in two cable systems in Pennsylvania. Licensee president is Arthur Arkellian, who also owns WWCB(AM) Corry, Pa. Filed Nov. 22.

■ WQAC(TV) Fort Walton Beach, Fla. (ch. 35; ERP vis. 1,200 kw; aur. 99 kw; HAAT: 196 ft.; ant. height above ground: 224 ft.)—Seeks transfer of control of Beacon/Lloyd Broadcast Corp. from Lloyd Communications Group Inc. (51% before; 50% after) to Family Group Ltd. II (49% before; 50% after) for $50,000. Seller is principally owned by Marvin Palmquist; his son, Andy, and Kim Carlson. It is subsidiary of Lloyd American Corp., which has interest in KXRM(TV) Colorado Springs and WJWT(TV) Jackson, Tenn. It also has interest in WQRF-TV Rockford and WCEE(TV) Mount Vernon, both Illinois. Buyer is owned by Henry A. Ash and C. Anthony Sexton. Ash has interest in WFTX-TV Cape Coral, Fla. Filed Nov. 21.

■ WNFI(FM) Palatka, Fla. (99.9 mhz; 100 kw; HAAT: 1,249 ft.)—Seeks assignment of license from Ronette Communications to North Hill Ltd. Partners for $8.5 million. Seller is owned by Ronald Samuels and Carl Como Tutera, who recently purchased KSLM(AM)-KSKD(FM) Salem, Ore. ("Changing Hands," Oct. 28). Buyer is principally owned by David Klemm and William Fleming. Klemm owns Klemm Media, Warren, Conn.-based consulting firm. Fleming is banker from Hartford, Conn. Filed Nov. 21.

■ WPBR(FM) Palm Beach, Fla. (1340 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WPBR Inc. to G and J. Broadcasting for $1,550,000, comprising $835,000 cash and $550,000 note and remainder noncompete agreement. Seller is owned by Everett R. Aspenwald and his wife, Valerie. It has no other broadcast interests. Buyers own WHAG(AM) Hagerstown and WNTR(AM) Silver Spring, both Maryland. Filed Nov. 20.

■ KZBQ-AM-FM Pocatello, Idaho (AM: 1290 khz; 1 kw-D; FM: 93.7 mhz; 38 kw; HAAT: 300 ft.)—Seeks assignment of license from KSNN Broadcasting Co. to Idaho Wireless Corp. for $325,000 cash. Seller is owned by William L. Mitchell, Maria H. Foy and Elenor Ferguson. It also owns KHWK(AM) Hutchinson, Kan.; KBHS(AM)-KSPA(FM) Hot Springs, Ark., and KTRC(AM) Santa Fe, N.M. Buyer is owned by Paul A. Anderson, who has no other broadcast interests. Filed Nov. 22.

■ KOFE(AM) St. Maries, Idaho (1400 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from St. Joe Radio to Terry C. Duffey for $107,000 comprising, $15,000 cash and remainder note at 10% over 10 years. Neither seller nor buyer have other broadcast interests. Filed Nov. 12.

■ WIBR(AM) Baton Rouge, La. (1300 khz; 5 kw-D; 1 kw-N)—Seeks assignment of license from Community Broadcasting Co. to Southern Communications Inc. for $450,000, comprising $300,000 cash and remainder note at 10% over

During the year, in the rush of events, we tend to overlook the important friendships that are the true basis of business relationships. One of the great pleasures of the Holiday Season is the opportunity to exchange cordial greetings with those whose friendship and goodwill we value so highly.

In this spirit it is our pleasure to say "Thank You" and extend our sincere appreciation for the very pleasant association we enjoy with you.

May a bright and prosperous New Year bring happiness to you and to yours.

Ron Nimmo Jim Gammon Don Bussell

Carl Ferrara G&N Michael Ninowski

GAMMON & NINOWSKI

Media Investments, Inc.

Summary of broadcasting as of September 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,799	170	4,969
Commercial FM	3,839	416	4,257
Educational FM	1,211	173	1,384
Total Radio	9,849	761	10,610
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	379	222	601
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,219	273	1,492
VHF LPTV	224	74	298
UHF LPTV	130	136	266
Total LPTV	354	210	564
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.